

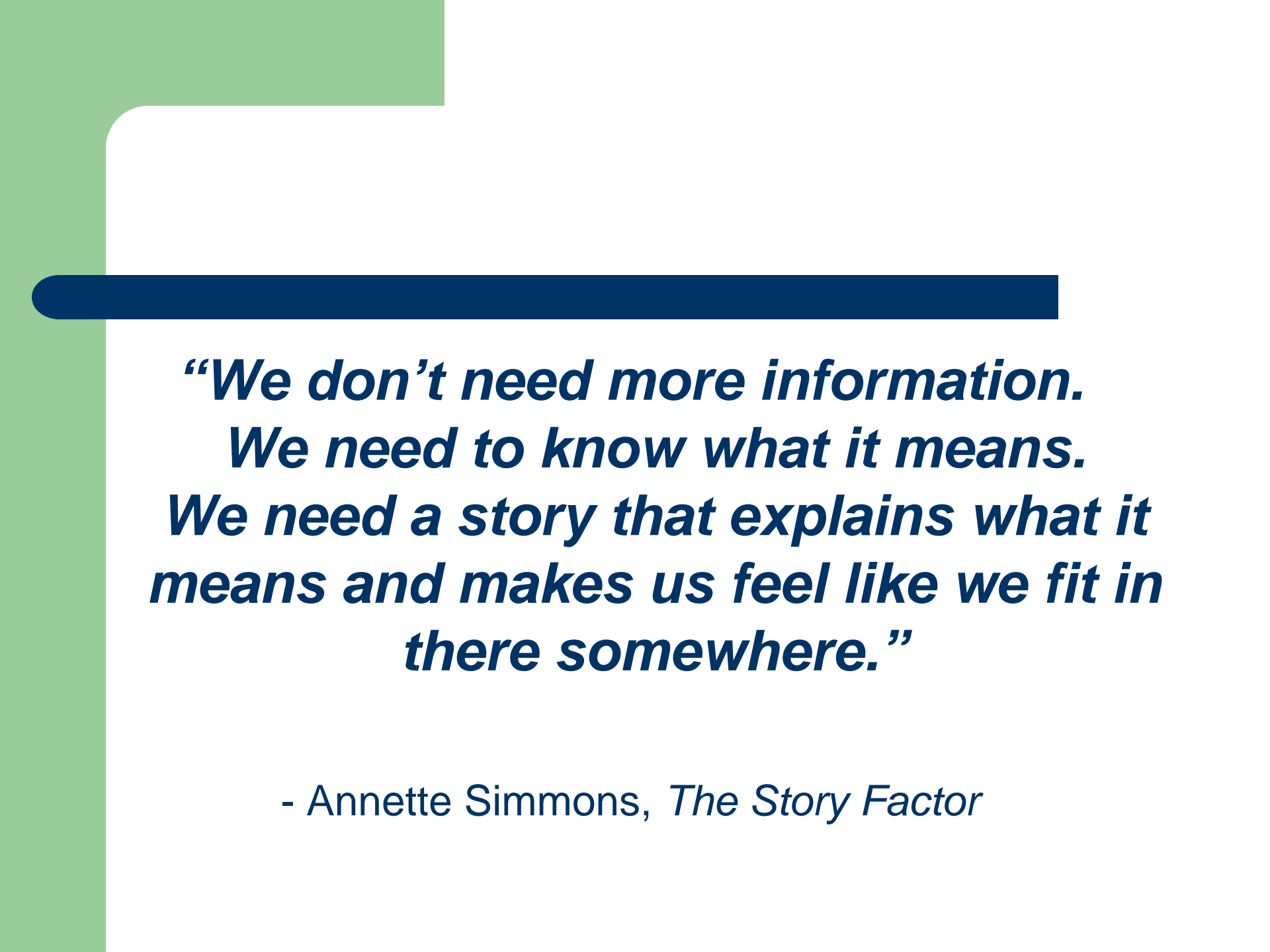


<http://health.utah.gov/bhp/sb>

*“...we often fail to realize that the battle for hearts and minds starts with the hearts... That’s one of the reasons [stories] have been around for eons, and, to my mind, continue to be the single most effective communication tool at our disposal.”*

Presented by:

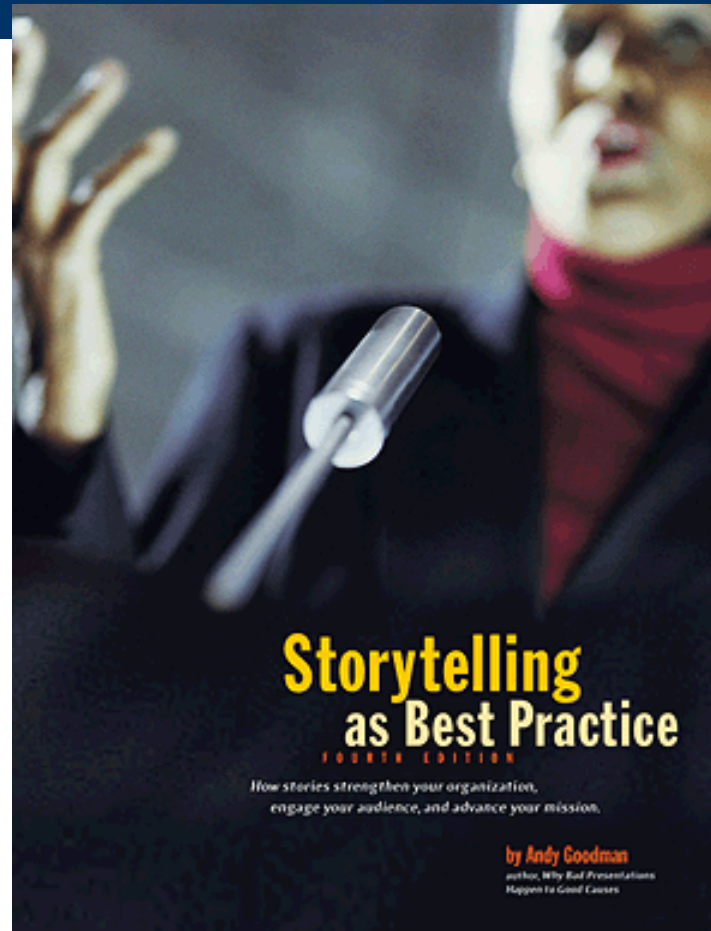
Jenny Johnson, Utah Department of Health  
Bureau of Health Promotion  
([jennyjohnson@utah.gov](mailto:jennyjohnson@utah.gov) or 801-538-9416)

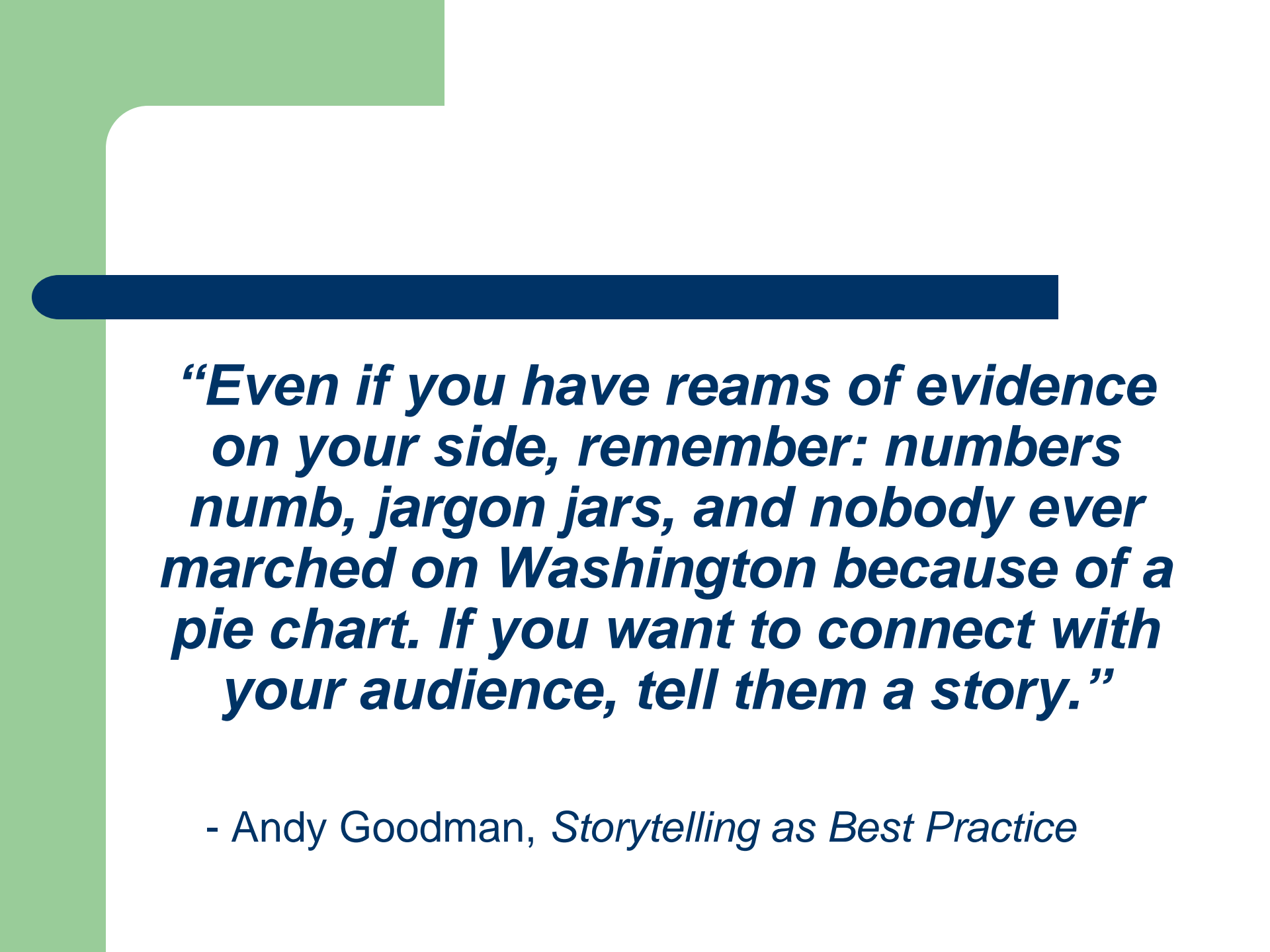


***“We don’t need more information.  
We need to know what it means.  
We need a story that explains what it  
means and makes us feel like we fit in  
there somewhere.”***

- Annette Simmons, *The Story Factor*

# The inspiration





***“Even if you have reams of evidence on your side, remember: numbers numb, jargon jars, and nobody ever marched on Washington because of a pie chart. If you want to connect with your audience, tell them a story.”***

- Andy Goodman, *Storytelling as Best Practice*

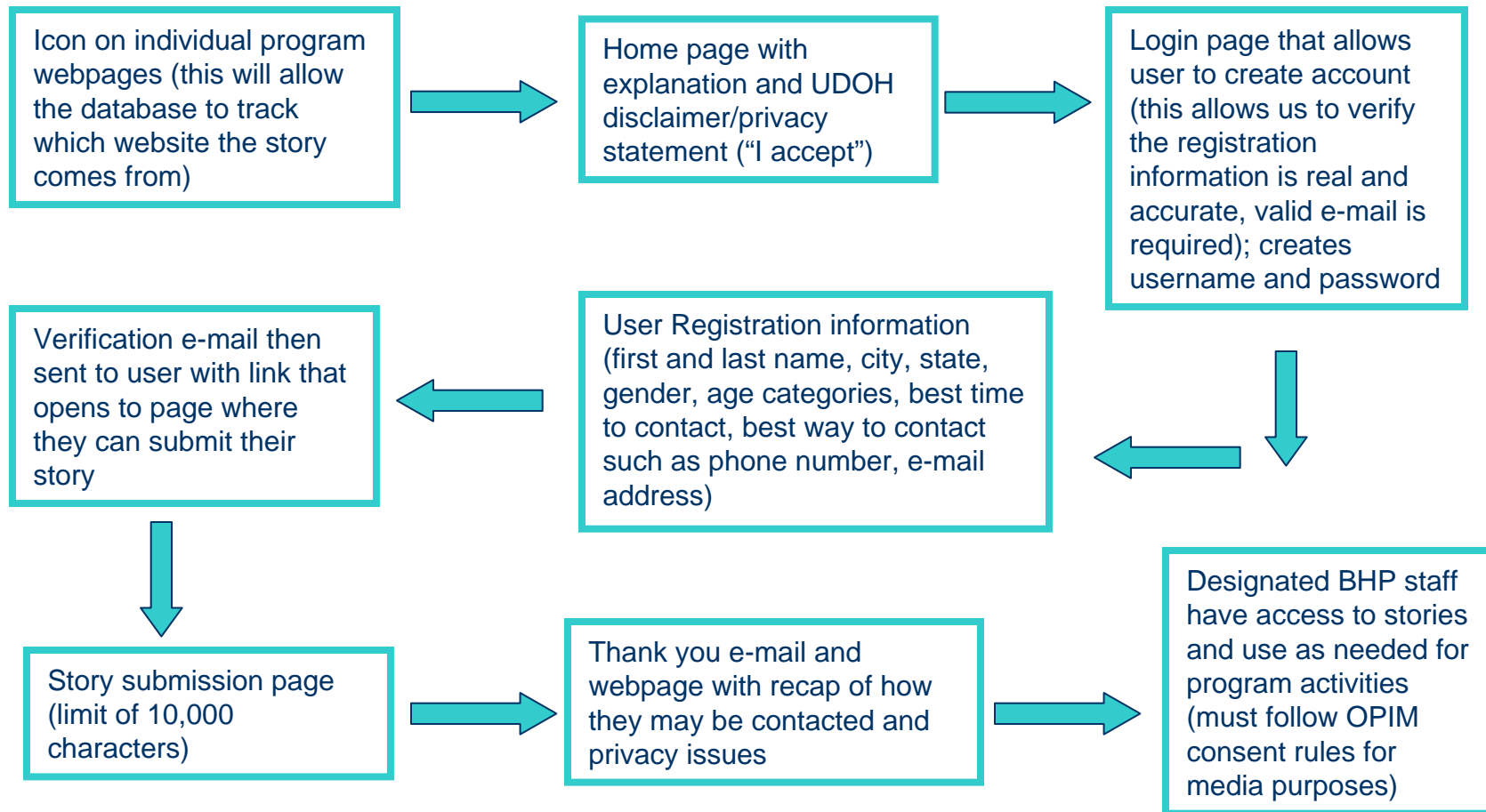
# Timeline

- **Oct 2006** – Idea for online story bank presented to BHP Webgroup
- **Dec 2006** – Planning for functionality, key features, organization and administration of story bank
- **Jan 2007** – Meet with UDOH Legal and OPIM
- **Mar 2007** – Story Bank Development Committee is formed to work on text for site and database functionality
- **Oct 2007** – Marketing plan developed
- **Nov 2007** – Issues arise with costs and hosting and functionality
- **Jan 2008** – Colors are selected for site and cost issues resolved
- **Feb 2008** – Pilot test with UDOH employees, 5 stories are submitted, marketing plan finalized

# March 25, 2008: The vision becomes a reality!



# How it works



# Submitting a story



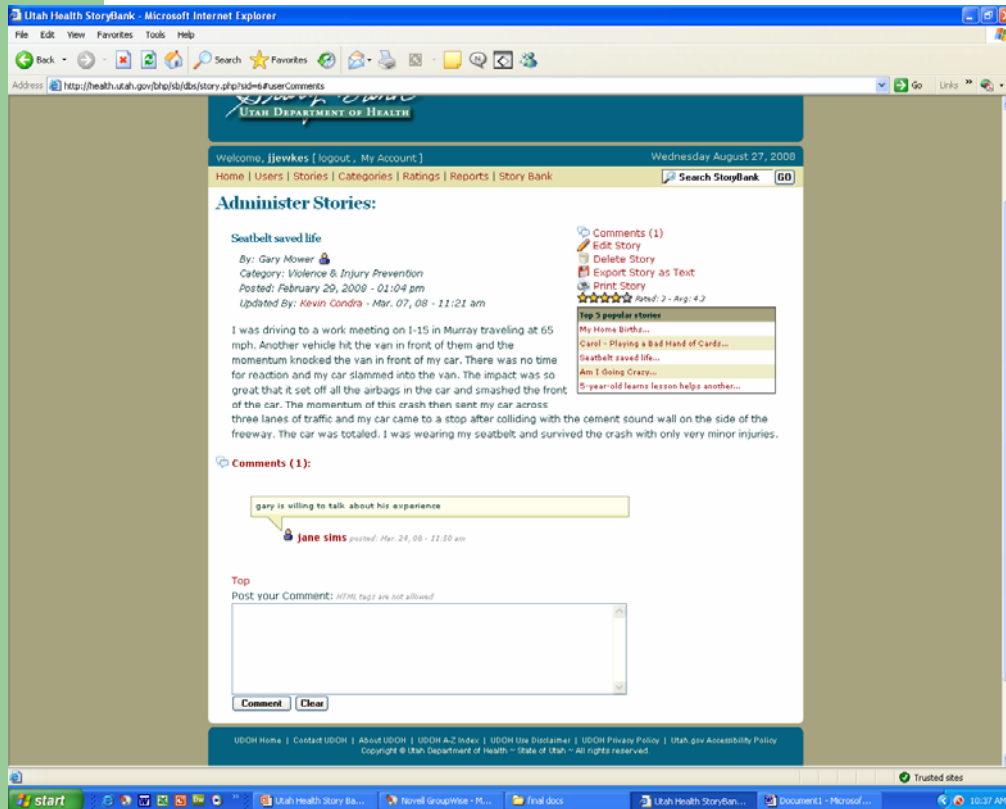
- Create an account
  - Name, age, gender, email, address, phone, preferred contact methods,
- Activate account (email confirmation w/ instructions)
- Accept User Agreement
- Submit story



# Administrator rights

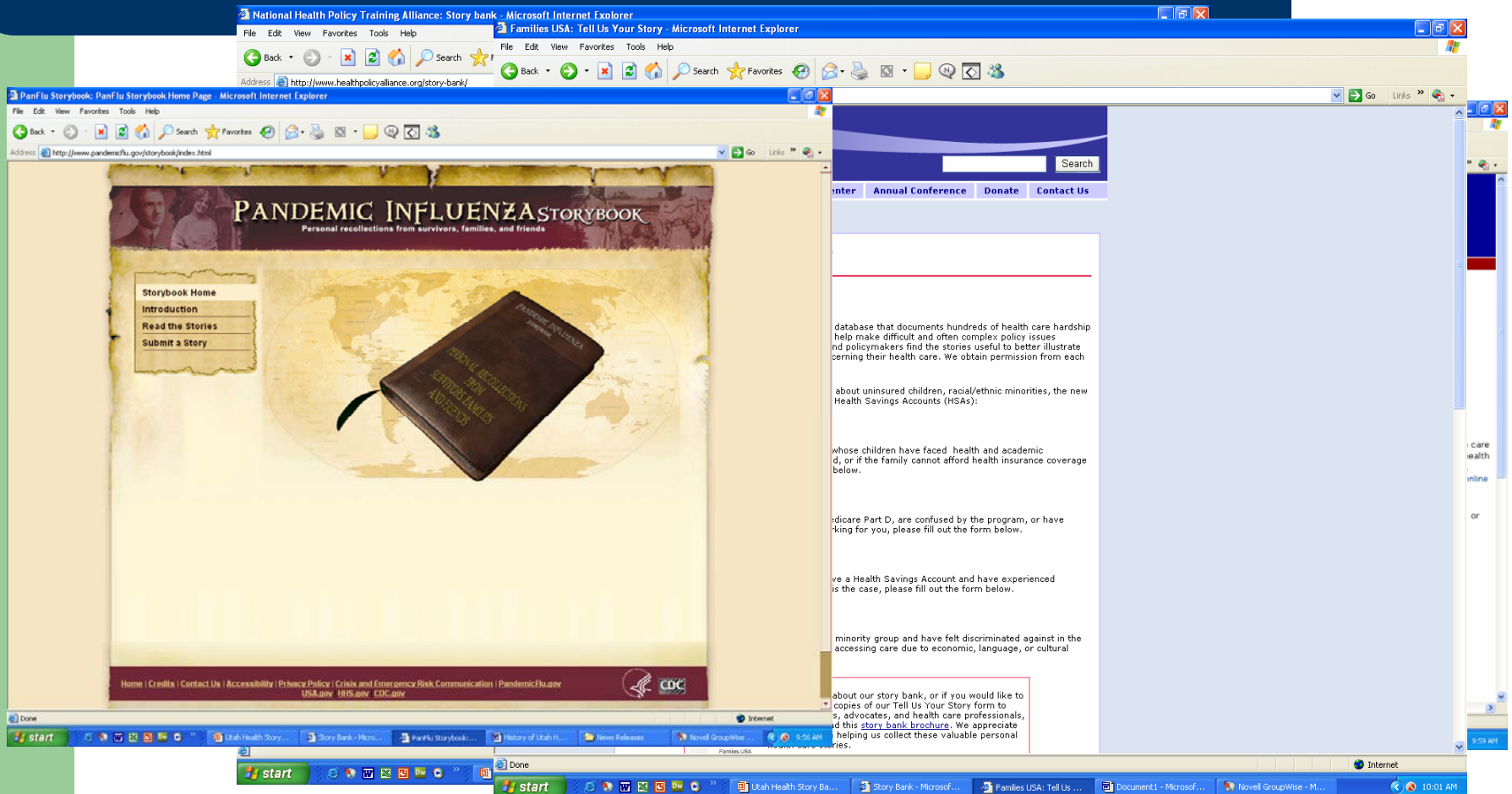
- Each BHP program has designated administrator
- Access/review all stories, edit, rate, and add comments
- Administrator categories are listed by program
- Reports available
  - Users who have not agreed to terms & conditions
  - Users who have not submitted a story
  - List of users who registered

# Rating stories



- ★ Content appropriate
- ★★ Content appropriate and compelling
- ★★★ Relatable, of high interest, plus above
- ★★★★ Appears truthful, plus above
- ★★★★★ Grammar, expression good, plus all above

# Others are following...



# Next steps

- Meeting with CDC National Center for Public Health Informatics and David Snowden ([Cognitive Edge](#))
- Possible grant from AHRQ
- CDC has submitted proposals to various offices to pilot the Utah Health Story Bank
  - Expand functionality
  - Allow users to submit not just narrative, but videos, pictures, audio files, etc
  - Software program to analyze narrative and look for themes